



Says
What have we heard them say?
What can we imagine them saying?

I need
some
thing safe

What place
is Best?

If I Want
Going to
tour,then I
must buy car



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Why is this
so hard?

I Want go
some
place
awesome

Maybe now
isn't the time
to make the
tour

TRAVELLER

Place
Research

Pre
Register

Maintance
expenses

Enjoyment

Alert

Excited



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?